

**SimonDavis Asset Management, Inc.
Form ADV Part 2B Brochure Supplement**

Jeffrey W. Apps
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SimonDavis Asset Management, Inc.
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Item 2. Educational Background and Experience:

EDUCATION:

University of Wisconsin - Madison

B.A. in Letters & Science

BUSINESS EXPERIENCE:

SimonDavis Asset Management, Inc.

Vice President, Private Client Services

06/2011 to Present

Alpine Trust & Asset Management

Vice President

01/2008 to 06/2011

AXA Advisors

Vice President

04/2003 to 03/2008

AXA Advisors

Registered Representative

01/2001 – 04/2003

Vail Resorts Corporation

Managing Director of Sales Marketing

09/1997 to 05/2000

Hyatt Hotels - Beaver Creek

Associate Director of Sales, Sale Manager

09/1991 – 09/1997

Holiday Inn Chateau Vail

Sales Manager

01/1989 – 09/1991

Item 3. Disciplinary Information:

No disciplinary information. In 2003, Mr. Apps was involved in a dispute with a former landlord that resulted in a misdemeanor. Everything was absolved and the incident was not investment or client related.

Item 4. Other Business Activities:

President of the Board of Directors for *Vail Valley Cares*. Mr. Apps receives no compensation for this service.

Item 5. Additional Compensation:

None

Item 6. Supervision:

SimonDavis Asset Management, Inc. closely monitors the recommendations and planning provided by all of its investment professionals. This is done through monthly and annual compliance meetings, random Associate audits, planned file reviews, clear and concise internal policies and procedures, and strict adherence to all industry laws and regulations. For additional information regarding our internal quality and control procedures please contact: David A. Simon, President of SimonDavis Asset Management at (800) 466-8376; or, via email at: dsimon@simondavisinc.com.